

Message Text

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R 201605Z FEB 76

FM AMEMBASSY ROME

TO SECSTATE WASHDC 5842

UNCLAS ROME 2763

E.O. 11652: N/A

TAGS: BTRA, IT

SUBJ: TOURISM: TRIP FOR YOUNG ITALIAN JOURNALISTS

1. ROME AMERICAN EXPRESS OFFICE IS ORGANIZING A TOUR IN TH SPRING TO THE U.S. FOR JOURNALISTS ACCREDITED TO THE ITALIAN PARLIAMENT. THE GROUP, WHICH WILL NUMBER NO MORE THAN 30, WILL BE MADE UP OF YOUNG JOURNALISTS WHO ARE CONSIDERED TO BE COMERS IN THEIR FIELD, BUT, SINCE THEY ARE NOT YET VIPS, AMERICAN EXPRESS IS OFFERENG THE TOUR AT MINIMUM COST AND IS FOREGOING ITS NORMAL MARK-UP. THE TOUR WILL LAST ONE WEEK AND WILL INCLUDE NEW MORK (THREE DAYS), WASHINGTON (THREE DAYS), AND PHILADELPHIA (ONE DAY).

2. EMBASSY (COMMERCIAL ATTACHE AND USIS) HAVE BEEN ASKED FOR ASSISTANCE IN PROVIDING SOMETHING SPECIAL FOR GROUP, SPECIFICALLY: A HOST OR GUIDE (GROUP WILL HAVE BILINGUAL ESCORT) WHO CAN GIVE THEM A BROAD PICTURE OF LIFE IN THE UNITED STATES AND FIELD QUESTIONS THAT MIGHT BE DIFFICULT OR EMBARRASSING TO USUAL TOUR GUIDE. AMERICAN EXPRESS WOULD LIKE TO OFFER A VISIT TO NEW YORK TIMES AND A TELEVISION NETWORK (PERHAPS NBC OR CBS) IN NEW YORK AND TO CONGRESS AND A SMALL, ONE-OR TWO- MAN RADIO STATION IN WASHINGTON.

3. PLEASE INFORM US IF STATE, COMMERCE, USIA, AND USTS ARE PREPARED TO ASSIST THIS GROUP, WHICH COULD BE CALLED A SELF-FINANCED IV GROUP. EMBASSY WILL IN TURN SUPPLY EXACT DATES OF TRIP AND FURTHER DETAILS AS SOON AS KNOWN.VOLPE

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